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**A CONCEPT NOTE**

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**Professional Development Program  
On  
Sustainable Agriculture, Agribusiness and Value Chain Management in Thailand**

**Asian Institute of Technology (AIT), Thailand**

**02 – 07 December 2019**

SEPTEMBER 2019  
ASIAN INSTITUTE OF TECHNOLOGY  
Pathumthani, Thailand



Professional Development Program on  
**“Sustainable Agriculture, Agribusiness and Value Chain Management in Thailand”**

Asian Institute of Technology (AIT), Thailand  
**02 – 07 December 2019**

## **1. PROGRAM BACKGROUND**

Sustainable Agriculture supports farmers to transform their farms, with available natural resources, into more productive following a holistic and sustainable system. In particular it aims to capacitate farmers to adopt diversified farming practices including recycling of farm-waste, climate resilient farming system and maximizing benefits from their produces that lead to multiple livelihood options. Value Chain Management has become common topic of discussion in the Agriculture and Agro-food Processing industries in all over the World. Agricultural marketing on the other hand has been progressing fast and many Asian countries have already adapted modern and online marketing practices. At present marketing is considered as the most important aspect of any business, and the only action that results in revenue. It has been envisaged that adopting sustainable farming practices, modern agricultural marketing plan and value chain management will definitely create opportunities for businesses and employments to adapt to an increasingly challenging environment in any country.

Thailand is domestically food-secure and also given a boost to its economy by developing industrial sector and reforming other service sectors. The “Sufficiency Economy Philosophy (SEP)”, Thailand’s home-grown approach to sustainable development, is considered to be the main thrust for proliferating agricultural enterprises. Today, Thailand is well known for exporting of rice, fish and fishery products, and processed agricultural products. Technological intervention, innovations in farm machinery, development of agro-processing industries, and uplifting the livestock sector have proven to be some of the successful strategies for the revolution of the agriculture sector in Thailand.

Thailand has developed its agro-based industries and associated service sectors including small and medium enterprises and cottage industries significantly in the past few decades. The Government of Thailand is found very much supportive in promoting country’s agricultural sector, its improvement and sustainability using local wisdom and by laying emphasis on innovation and development of new technology as an important tool in addition to proper management and access to markets. Therefore, the country is an excellent hub for learning lessons and experiences within the Southeast Asian region for Sustainable Agriculture, Agribusiness and Value Chain Management.

The “Sustainable Agriculture, Agribusiness and Value Chain Management in Thailand” is a one-week long professional development program, which has been designed to address the key issues dealing by the agriculturists and development professionals in other countries often with similar or different agro-ecological zones.

## **2. Program Objective and Learning Outcomes**

At the end of this program participants are expected to be widen their views and understandings on modern and sustainable farming practices in different agro-ecological zones including low land or wetland ecosystems.



### 3. Program Content and Delivery

The delivery of the program will be participant centered combining plenary discussion sessions followed by different organizational and project/site visits, and a wrap-up plus group/individual action plan preparation session at the end. The panel discussion sessions will be comprised of class lectures, case studies and group discussions. Field visits will be a major part of this program, which will deepen the learning experiences and will provide a 'live' experience for the participants on how the farming practices are being pursued in Thailand and what are the roles of various government departments, farmers and research organizations.

The overall content for panel discussion will cover the following aspects under Modern & Sustainable Agriculture, Livestock and Aquaculture/Fisheries sector in Thailand:

#### Agriculture Sector:

- Sustainable agriculture system and cropping pattern in Thailand
- Integrated, organic and natural farming in Thailand for safe vegetable production
- Vegetable cultivation in Greenhouse Method, hydroponic and floating method
- Rooftop gardening practices and technology applied in Thailand
- Modern Agricultural Mechanization practice for crop cultivation and usable agro-machineries
- Food crops storage methods and marketing procedure
- Manure and fertilizer application methods, irrigation system, water savings technology applied in Thailand
- Integrated Pest Management (IPM) applied for various vegetable cultivation
- New modern agro-technology applied in Thailand for high value short duration crops cultivation
- Role of Department of Agriculture/research and Training Institutes/NGOs/private Sector in Thailand for quality Agro-Products.

#### Fisheries Sector:

- Swampland natural resources management techniques applied in Thailand
- Modern Fish hatcheries management for fingerlings production
- Different fish cultivation methods special focus to the wetland ecosystem

#### Livestock Sector

- Community level poultry and cattle farming
- Integrated Agro-Livestock farming practices by small and marginal farmers
- Different fodder crops cultivation in Thailand

The overall content for panel discussion will cover the following aspects under Agro-Processing, Value Chain Management and Agricultural Marketing Sector in Thailand:

- Technical intervention & innovation in agro-processing and agro-based small and medium enterprises development
- Post-harvest management and packaging of agricultural produces
- Case studies of different food (fruits, vegetables, meat) processing with particular references to Thailand
- Entrepreneurship development in agriculture sector
- Quality control and VCM in agro-processing and agro-based small and medium enterprises development



## AIT Extension

- Tools and techniques – implementation of productivity concepts (market forecast, operation management, and sustaining the gains)

The plenary sessions will be designed with inviting resources persons from relevant expert field from academic and non-academic sector. The details of the program delivery design has been described **in next section as tentative program schedule.**

### 4. Program Duration, Location and Time

This one week program is proposed to be conducted on **02 – 07 December 2019**. The participants are expected to arrive Thailand on or before **01 December 2019** and they can only travel back to their home country on **08 December 2019** or later.

### 5. Medium of Instruction

The medium of instruction of this program will be English. Where discussions are in Thai, such as during field or organization visits, a local Thai interpreter will be available to assist.

## Financial Proposal

### 6. Tuition Fee, Associated Expenses and Payment

The proposed AIT Total Tuition Fee is USD 1,250 per participant.

The tuition fee will cover all training related costs including Admission and Administration Fee, Academic Services Fee, Fee for Logistics Services and Transportation, Expenses for Program Preparation and Field Trips, and Expenses for Official Functions.

The tuition fee will **NOT** cover major medical treatment and any premium health insurance or travel insurance. Participants must secure their entry visa for Thailand (if required), along with their medical and travel insurance.

**Accommodation** can be arranged by AIT at its AIT Conference Center (AITCC) or in a suitable Hotel in Bangkok, or else, participants can arrange their own accommodation and AIT can assist in booking or facilitating. For accommodation, single or double/twin share rooms are provided with complimentary breakfast at AIT Conference Center by 1500-1700 THB (55 USD) per room per day. AIT's suggested hotel in Bangkok City or nearby AIT will be also within same rate or slightly higher.

While in any part of Thailand, food (e.g., western, Thai, vegetarian and halal food) can be found at the training venue or at any of the suggested accommodation places. During field trips, there will be mostly Thai food including fish, vegetables, chicken and seafood. A special care will be taken for the participants to select vegetarian and halal food vendors wherever required.



**Payment:**

The program fee must be paid directly to Asian Institute of Technology at least two-three weeks before the start of the professional development training program.

a) The payment can be made by bank draft or bank transfer to:

Account Name:	Asian Institute of Technology
Account Number:	468-046301-2
Bank name and address:	SIAM COMMERCIAL BANK PUBLIC CO., LTD. Thammasart University Hospital Branch 95 Moo 8, Khlongnueng, Klongluang Pathumthani 12120 Thailand
Type of A/C:	Current
Swift Code:	SICOTHBK

a) In case of **Bank Draft** the payee name has to be written as “Asian Institute of Technology”.

**7) Inquiry and Contact**

<p><b>1) Dr. Md. Zakir Hossain</b> Director (Programs) AIT Extension Asian Institute of Technology P.O. Box 4, Klong Luang, Pathumthani 12120 THAILAND Telephone: +66-8-169 40759 Fax : +66-2-524-6332 Email : <a href="mailto:zakir@ait.ac.th">zakir@ait.ac.th</a>/<a href="mailto:zakirmh@gmail.com">zakirmh@gmail.com</a></p>	<p><b>2) Dr. Jonathan Shaw</b> Executive Director AIT Extension Asian Institute of Technology (AIT) P.O. Box 4, Klong Luang, Pathumthani 12120 THAILAND Telephone: +66-2-524-5890 Fax: +66-2-524-6332 Email: <a href="mailto:jshaw@ait.asia">jshaw@ait.asia</a></p>
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**Tentative Program Schedule**

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Sunday, 01 Dec' 19	Monday, 02 Dec' 19	Tuesday, 03 Dec' 19	Wednesday, 04 Dec' 19	Thursday, 05 Dec' 19	Friday, 06 Dec' 19	Saturday, 07 Dec' 19
09.00 – 12.00 Arrival or Participant and Check in to the Hotel	08.30 – 09.30 Registration 09.30 – 10.30 Opening Ceremony Group Photograph 10.30 – 12.00 <b>Panel Discussion Session on</b> Modern & sustainable Agriculture, livestock and and Aquaculture/Fisheries Practices in Thailand	09.00 – 12.00 <b>Panel Discussion Session on</b>  Panel Discussion on Agro-Processing, Value Chain Management and Agricultural Marketing in Thailand	09.00 – 12.00 <b>Visit to</b>  Fish farm and hatchery under Department of Fisheries	09.00 – 12.00 <b>Visit to</b>  The Department of Agricultural Machineries and Equipment, Kasetsart University, Thailand	09.00 -12.00 <b>Visit to</b>  Agro-food processing, packaging and marketing for value addition (CDD under OTOP Project)	09.00 – 12.00 <b>Social and Cultural Visit</b>
<b>Morning Sessions (09.00-12.00 hrs. / Tea Break 10.15-10.30 hrs.)</b> <b>Lunch Break (12.00 to 13.00 hrs.)</b> <b>Afternoon Sessions (13.00-16.00 hrs. / Tea Break 14.45-15.00 hrs.)</b>						
13.00 – 16.00	13.00 – 16.00 <b>Panel Discussion Session on Cont'd</b>	13:00 – 16:00 <b>Visit to</b>  The model farm under the Department of Agricultural Extension (DOAE), Thailand	13.00 – 16.00 <b>Visit Cont'd</b>  The Poultry and cattle Farm under Royal Development Project in Thailand	13.00 – 16.00 <b>Visit Cont'd</b>	13.00 – 16.00  Wrap up, Group work, Presentation and Discussion on the Key Learning Points (KLP) and Way Forward  <b>Program Closing</b>	

08 December 2019: Participants' departure